

TOPIC:-ICT4ARD

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ICT4ARD

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INTRODUCTION

- we live in the age of information. The development and proliferation of electronically communicated information has accelerated economic and social change across all areas of human activity worldwide and it continues to do so at a rapid pace.
- While the use of information and communication technologies (ICTs) remains concentrated largely in the developed world, ICT diffusion is beginning to reach developing countries, including poor rural areas.
- ICT offers a more efficient, attractive and interactive medium for information dissemination and provides a novel opportunity for taking scientific knowledge/technologies to the end user.



DEFINITION

- **ICT:-**

It is defined as the technologies involved in collecting, processing, storing, retrieving, disseminating and implementing data and information using microelectronics, optics, telecommunications and computers.

- Information is critical to the social and economic activities relating to development process.
- Indian economy has already witnessed several Revolutionary developments, viz. Green (food grains), white (milk), Yellow (oilseeds), Blue (fishery), and now Rainbow Revolution in Agriculture, Bio-technological Revolution, Industrial Revolution and Information Technology (IT) Revolution etc.

Providing needed support to the agriculture in achieving sustainable production by way of timely dissemination of agricultural technology needed by the farmers



SCOPE OF ICT4ARD

1. Agriculture
2. Livelihood
3. Education
4. Health
5. Citizen Empowerment
6. E-governance
7. Environment & Natural Resource management
8. Rural water supply & sanitation
9. Microfinance be banks & MFI
10. Disaster management
11. Cultural, heritage, tourism department.
12. Cyber Extension



INITIATIVES

- Followings are:-

- Various public institution
- Various Private institutions
- Non-Government Organizations
- Various projects
- Academic Institutes:
 - DA-IICT
 - IIT, Hyderabad
 - NAARM, Hyderabad



Public institutions

1. Nation-wide Computer Communication Network (NICNET) :-

- has launched Information Network Program to strengthen Agricultural ICT for sustainable agricultural development in India.

- AIS have been developed to cater information needs in various areas that include crops, fertilizers, seed, animals production and health, horticulture, plant-protection, agricultural extension, fisheries, agricultural marketing and credit, agricultural research, agricultural economics and statistical land information etc.



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2. Agricultural Marketing Information System Network (AGMARKNET) :-

is meeting the information need of the farmers by providing daily prices of agricultural commodities in various *mandies* (market) for helping the farmer to decide where to sell his produce.

3. Agricultural Research Information System Network (ARISnet):-

-Encouraging them to develop web-portals and databases for their routine work.

4. Maha Agrinet, Maharashtra



Private institutions

1. Ikisan limited:-

- An initiative of Nagarjuna group of companies
- That launched Ikisan Portal and Information kiosks to disseminate information on agricultural practices, agricultural news, animal husbandry, agricultural machinery, aromatic plants and medicinal plants, agricultural credit, insurance and prices of input, marketing and weather block/village level.

2. RCOM:-

- BharatNet Plan
- Grameen VAS
- M 2 M (Machine to Machine)



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2. E-choupal:-

-A web-based initiatives was established by the Indian Tobacco Company (ITC) by networking 1,200 *choupals* at the village level in Madhya Pradesh

-Provided through a *choupal sanchalak* (a lead farmer) who acts as a interface between computer terminal and the farmer.

-Choupal Sagar: Mall for rural people and have wide range of products

3. Mahindra & Mahindra Ltd:-

-Samriddhi Centers: boost crop productivity to farmers

-Mahindra Kisan Mitra (MKM), a website related to Agriculture Information.



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4. Soya-chopal's portal in Hindi:-

-offers the latest information on weather, farming practices, and market prices of soybean to farmers at the village level that helps them in deciding where to sell their produce.

-It is a direct marketing channel, virtually linked to “Mandi System”, eliminating intermediaries and improving sale value as realized by farmers.

5. Tata Chemicals Limited (TCL):-

- The Tata Kisan Sansar (TKS) network of farmers
- Tata Krishi Vikas Kendras (TKVK)



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4. TARAhaat Information & Marketing Services Ltd. (TARAhaat):

- Literacy (TARAakshar) – literacy program (in Hindi) to literate village people.
- Education (TARAgyan) - educational courses for people of rural areas(UP, MP, Haryana, Punjab, Bihar and Jharkhand)
- Agri Advisory - advices related to farming health, nutrition, first-aid, diseases, government schemes, water, agriculture, entertainment are provided to village farmers .
- TARAbazaar-Purchase & Sale of Products.



NGO

1. Vaancha ICT Association:

- Training and technical assistance to disadvantaged youth in rural and semi rural areas.
- Very effective in providing employment.

2. M S Swaminathan Research Foundation:-

- Under the project “Village Knowledge Center” in pondicherri in 1998 with the objective of providing rural families access to a variety of information in fostering agricultural and rural development through the use of ICT.

3. SEWA, Gujarat

4. Datamation Foundation



Projects

1. Lokmitra Project:

- Launched in May 2001 in the Hamirpur dist. of Himachal Pradesh.
- to easy access to government information at remotest corners of the state
- redressal of complaints to respective department
- getting their grievances addressed within 10 days.

2. Warana Wired Village:-

- launched in Kolhapur dist. (Maharashtra)
- 70 villages with internet facilities at Primary Milk Co-operative society.
- information regarding animal husbandry and dairy practices.
- marketing of milk and milk products



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3. Ruralbazaar
4. Gyandoot, MP
5. EID Parrry's Agri-line project (AP & TN)
6. Bhoomi, Karnataka
7. Computer on Wheel (COW), Hyderabad
8. Drishtee, Haryana & Rajasthan
9. n-Logue Communication (Chirag Kiosk), TN
10. IIT Mumbai, Kanpur(www.deal.org.in)
11. ICRISAT, Hyderabad(www.VASAT.org)
12. Dairy Information Services Kiosk (DISK), NDDB



Conclusion

ICTs offer an opportunity for development, but not a panacea. Given the diverse potential benefits of ICTs, especially agricultural productivity and productivity used for poverty alleviation for the farmers and rural peoples. So India has large number of initiatives in applying ICT4ARD and improving the livelihood and income security of the small and marginal farmers.



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THANK YOU

